

Rita Cofield

PHILIP MORRIS, U.S.A.

INTEROFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Distribution

DATE: August 5, 1985

FROM: R. Atlas

SUBJECT: Field Sales Force Market Checks and Field Trips

In the past, we have welcomed the opportunity of providing New York employees as well as visitors from other companies to experience spending time with our sales force out in the field. This exchange has proved beneficial to both parties involved. Spending a short time in the field provides in-house employees the opportunity of learning what the sales force is all about.

There has been, however, certain instances when pertinent information needed to successfully complete setting up a day in the field with a sales employee has been miscommunicated. In order to alleviate this situation, the following points must be enforced to provide adequate services:

- °All requests for one individual to visit in the field for either a market check or field trip must be made at least one week prior to the desired date.
- °For requests up to ten people, you must submit the Field Trip Request Form 2 weeks in advance.
- °For requests of over ten people, you must submit the Field Trip Request Form at least 4 weeks in advance.
- °All hotel accommodations and transportation arrangements must be made by the requestor.

Attached is one Field Trip Request Form. If you need more copies, or any further information, contact Lynn Muscianisi, (x3319).

RA/ml
Attachment

cc: V. Buccellato
L. Glennie
L. Muscianisi
G. Powell
S. Sabella

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